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ABSTRACT

Improvement of the two-way flow of information between the East-Pacific Region and the United States was the unifying theme of a seminar conducted by the Center for the Book in the Library of Congress and attended by representatives of 12 east Asian and Pacific countries at which this collection of five papers was presented. The papers address concerns of language; literacy; translation; the state of international and indigenous publishing; the problems involved in exporting, importing, and distributing books and other printed materials; copyright; the influence of the news media; and the part played by international organizations such as UNESCO in promoting the international flow of information. Biographical sketches and the brief last day remarks of the librarians, journalists, and government officials in attendance follow the presentations. (RAA)

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THE INTERNATIONAL FLOW OF INFORMATION: A TRANS-PACIFIC PERSPECTIVE

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PREFACE

THE Center for the Book in the Library of Congress is pleased to publish this book about the international flow of information as seen from a trans-Pacific perspective. It is based on the proceedings of a three-week traveling symposium held in Hawaii and in various places on the United States mainland in June 1979.

The center wishes to thank its partners in the endeavor: the Graduate School of Library Studies at the University of Hawaii, which hosted the first part of the symposium, and the United States International Communication Agency (USICA), which supported the second part on the mainland. In Hawaii, Sarah Vann of the Graduate Library School was the principal symposium organizer, and A. A. Smyser of the *Honolulu Star Bulletin*, Everett Kleinjans, president of the East-West Center, and Walter F. Vella, professor of history at the University of Hawaii, all contributed significantly to the proceedings. Sherry Mueller Norton of the Institute of International Education planned the program on behalf of USICA. The Association of American Publishers, the R. R. Bowker Company, and the American Library Association helped support portions of the visit on the United States mainland. The three escort officers were Susan Bistline, president, Bistline Associates; John Buckwalter, U. S. Department of State; and Donald C. Hausrath, field librarian, U. S. Foreign Service, USICA. Finally, thanks go to Caroline Davidson for her help in preparing this volume for publication.

Established by an act of Congress in 1977, the Center for the Book exists to "keep the book flourishing" by stimulating interest in books, reading, and the printed word. Drawing on the resources of the Library of Congress, the center works closely with other organizations to raise the public's book awareness, to use other

media to promote reading, to stimulate the study of books, to improve the quality of book production, and to encourage the international flow of books and other printed materials. It pursues these goals by bringing together members of the book, educational, and business communities for symposia and projects. Its programs and publications are supported by tax-deductible contributions from individuals and organizations.

The center's international program is carried out in the spirit of the Charter of the Book, set forth in 1972 as part of the International Book Year sponsored by the United Nations Educational, Scientific, and Cultural Organization (UNESCO). The charter stresses the importance of the free flow of books between countries and the essential role of books in promoting international understanding.

In addition to sponsoring symposia and hosting meetings on international topics, the center is undertaking an inventory of international book programs of United States government and certain private sector organizations. About fifty government agencies and fifteen private organizations are providing brief descriptions of their international programs concerned with books, reading, and the exchange of printed materials. We view this survey as a first step toward a more comprehensive study of international book programs that would include both American and foreign organizations. The inventory will also help the center and other organizations with complementary interests identify specific needs and potential projects.

INTRODUCTION

IN RECENT YEARS the concept of the "free flow of information," long championed by the United States, has been challenged as never before. The principal forum has been UNESCO, where Third World countries in particular have charged that the flow of information between the United States and other countries is so "dominated" by the United States that it is almost exclusively one way. The remedy, as they see it, is for individual governments to take specific measures (called "restrictions" by the United States) to ensure a "free and balanced" flow of information. The debate has focused on the news media and communications technology, but the fundamental issue—the content and distribution of what is being communicated—is naturally of great concern to the world of books, libraries, and publishing.

In 1979 the Center for the Book, with assistance from the Graduate School of Library Studies at the University of Hawaii and the United States International Communication Agency (USICA), explored one small segment of the problem. The seminar on "The International Flow of Information: A Trans-Pacific Perspective" emphasized means by which the *two-way* flow of information between the East Asia-Pacific region and the United States could be improved. Major topics included language, literacy, and translation, the state of international and indigenous publishing, the problems involved in exporting, importing, and distributing books and other printed materials, copyright, the influence of different news media, and the part played by international organizations such as UNESCO in promoting the international flow of information.

Seventeen guests from twelve East Asian and Pacific countries participated in the seminar, which began in Hawaii on June 7–9.

In addition there were sixty-three other participants. Many were in Hawaii for the annual meeting of the Special Libraries Association. Others were associated with the East-West Center or the Graduate School of Library Studies at the University of Hawaii. And five—Leo N. Albert, Edward Booher, Clare Boothe Luce, Datus C. Smith, Jr., and Theodore Waller—took part as members of the Center for the Book's national advisory board.

From Hawaii, the seventeen foreign visitors proceeded to the mainland of the United States for discussions with American publishers, librarians, journalists, and government officials. In Los Angeles they braved record 105-degree temperatures to visit the *Los Angeles Times*, the Graduate School of Library and Information Science at the University of California, Los Angeles, and KNXT-TV. The New York segment of the traveling symposium was devoted to visiting publishers, printing establishments, and the New York Public Library. In Washington, D.C., the symposium participants were briefed about the government's information policies and the international programs of the Library of Congress. They also visited the Voice of America, talked with journalists, and saw a demonstration by the Communications Satellite Corporation (COMSAT).

To learn about communications in a small American town, the visitors spent a day in Corsicana, Texas (population 20,000), fifty-three miles south of Dallas. Finally, they went to Dallas to attend the annual conference of the American Library Association. The program ended on June 27 when each of the visitors commented on the ways that the international flow of information between the East Asia-Pacific region and the United States could be improved. Their recommendations included modifications to copyright law and a rethinking of the entire copyright system; joint ventures between Asian and American publishers; increased production of interesting English-language publications requiring minimal language skills; the need for better coverage of Asia by the American news media; more active U. S. participation in UNESCO and its book-related programs; the development of resource teams to help East Asian and Pacific libraries with automation, conservation, and the compilation of national bibliographies; assumption of a more active role by the International Publishers Association in broadening international publishing; sponsorship of a major book fair in Southeast Asia; the upgrading of books in foreign exchange systems; various ways of im-

proving the international promotion of books; making Voice of America broadcasts available within the United States; more visits to the Far East and Pacific by American publishers, librarians, journalists, and government officials; wider dissemination of information about the education programs of the United States Agency for International Development (USAID), the World Bank (International Bank for Reconstruction and Development), and the Asian Development Bank; the publication of less expensive versions of American books; and the need to educate national planners about the crucial relationship between publishing and economic and cultural development.

THE UNITED STATES EXPERIENCE IN PROMOTING BOOKS, READING, AND THE INTERNATIONAL FLOW OF INFORMATION

Theodore Waller
Executive Vice President
Grolier Incorporated

In 1976 the American Library Association presented its Centennial Citation to Theodore Waller for his pioneering efforts for many years in supporting "books, reading, libraries, and the library profession." His career in the publishing industry began in 1950 when he became the first managing director of the American Book Publishers Council. He also was a founder of Franklin Book Programs, Inc., a private, nonprofit organization established in 1952 to help developing countries meet their needs for books and other educational materials. A few years later he helped establish the National Book Committee. In 1972 he was the cochairman of the U. S. Ad Hoc Committee for UNESCO's International Book Year. His association with Grolier Incorporated, an international publisher of encyclopedias and other reference and educational materials, began in 1954.

I WILL TRY to outline recent American experience in promoting books, reading, and the international flow of information. I am not suggesting that the United States has been particularly successful or that it should in any way serve as a model for other countries: I am simply offering a summary of American experience for whatever it may be worth. I shall also describe the development of the United Nations Educational, Scientific, and Cultural Organization International Book Committee and its activities.

In the early 1950s there was woefully little contact among the major elements of the book world in the United States. Librarians were suspicious of, if not hostile to, publishers, contaminated as they appeared to be by the profit motive and innocent, as many

librarians believed them to be, of any knowledge or understanding of the problems of librarians.

Publishers likewise regarded themselves as adversaries of librarians; they even felt that the lending of library books competed with bookstore sales. Authors were similarly isolated. While publishers and booksellers talked to each other, they were not overly friendly either. Scholars specializing in communications paid attention to radio, television, magazines, newspapers, and even comic strips but rarely included books in their research or teaching.

In 1950, a group of leading publishers, including Cass Canfield of Harper & Row, Curtis McGraw from McGraw-Hill, Harold Ginsberg of the Viking Press, and Douglas Black of Doubleday and Company, decided to establish a trade association to promote books, reading, and libraries. They felt that the publishing community would do far better to make common cause with other organizations with similar concerns than it could do by conventional commercial promotion or advertising methods. They accordingly created the American Book Publishers Council.

This council, realizing that the library profession was its first and potentially most valuable ally, approached the American Library Association with the unprecedented, radical, and somewhat disturbing idea that it might be useful for a group of leading librarians to meet with publishers to discuss common interests. The first discussions occurred at an annual meeting of the American Library Association in 1950. I shall never forget the agitated and dedicated concern with which the librarians addressed themselves to what they then felt was the cardinal issue—the evil of spiral bindings!

During the next twenty years the two associations developed a truly remarkable relationship. Publishers and librarians worked together with increasing mutual respect on a broadening agenda of matters of common concern, ranging from postal rates to copyright, from library legislation to censorship. They addressed themselves to the problem of recruiting new and better qualified people to the library profession and to publishing, and they developed many reading and library promotion activities. Their close collaboration expanded to include authors, booksellers, scholars, and a broad range of voluntary public interest organizations, such as trade unions and groups representing women, farmers, and youth. It was a very exciting time.

In 1954, the American Book Publishers Council and the American Library Association set up the National Book Committee, an independent public interest organization which sponsored a series of book, reading, and library-related projects. The committee consisted of outstanding people from every area of public life—such as the chief executive of the world's largest advertising agency, the president of a major broadcasting network, one of the country's most brilliant lawyers, a retired army general, a prizewinning novelist, a leading newspaper publisher, and so on.

National Library Week, inaugurated in March 1958, was one of the most important events sponsored by the committee. Libraries were promoted by posters, bookmarks, advertising materials, and television and radio spots. Local programs successfully generated support for the passage of library legislation, the construction of new buildings, and the development of new constituencies for libraries of every kind.

The National Book Committee also sponsored numerous conferences on different subjects. One encouraged communications scholars to give greater attention to books in their classes and to help graduate students select appropriate dissertation topics. Others focused on the undergraduate library and the inner city library. During the McCarthy period, the committee helped to develop a "Freedom to Read" statement, which was printed on the editorial page of the *New York Times*, as well as in many other papers. The statement helped to preserve the public's freedom to read what it wished and the freedom of publishers to publish, of librarians to select, and of booksellers to sell books.

The committee was particularly concerned with the shocking inaccessibility of books to America's rural population. With the support of the United States Department of Agriculture, it held a national conference on rural reading. Out of that came *The Wonderful World of Books*, a compendium of ideas about how to get books to people in rural America, which sold several million copies. Yet another conference the committee sponsored was designed to help parents understand their children's reading interests, abilities, and needs. From this came Dr. Nancy Larrick's parental guide to children's reading, which has sold about 2 million paperback copies.

The National Book Committee initiated a "reading-out-loud" television series. Readers included Archibald MacLeish, Eleanor Roosevelt, Julie Harris, John F. Kennedy, and Charles Laughton,

all of whom read to real, live children. The fascination of the children with the reader and the subject matter was inspirational to many viewers. To recognize excellence in writing, the committee sponsored the National Book Awards, which have gradually gained status in the United States; and to improve the quality of school libraries throughout the country, the committee developed the Knapp School Library Demonstration Project.

Some of the National Book Committee's work was international in character. A conference on the need for development economists to cooperate with educational planners and librarians included representatives from over fifteen Third World countries. The conference report was widely circulated and led to similar conferences in many other places.

With the United Nations Educational, Scientific, and Cultural Organization, the committee sponsored an international seminar on reading motivation. The problem of teaching the mechanics of reading attracts vast sums of money, innumerable people, and substantial government attention, but relatively little is spent on research into what makes people want to read and what generates lifetime reading habits. (It is not as difficult to overcome illiteracy as it is to maintain literacy.)

In 1976, the National Book Committee was disbanded. Its activities had been reasonably impressive, at least in the American context, but with the passage of time they became less necessary. Other institutions could take the committee's place, such as the Center for the Book in the Library of Congress, which was established in 1977. The center, incidentally, has much in common with the former National Book Committee but enjoys enormous advantages which the committee lacked: an intimate affiliation with a great public institution, the Library of Congress, and the personal support of the Librarian, Daniel J. Boorstin.

Turning now from recent American experience in promoting books, reading, and the flow of information, to the international scene, I would like to discuss the UNESCO International Book Committee which is representative of, but does not officially represent, the major international nongovernmental organizations of the book world that are accredited to UNESCO. It came into being during the planning of International Book Year (1972), and its major act during that year was to promulgate a Charter for the Book. This holds, among other things, that everybody has a right to read, that books are essential to education, that society has a

special obligation to establish the conditions in which authors can exercise their creative role, that a sound publishing industry is essential to national development, that libraries are national resources for the transfer of information and knowledge and for the enjoyment of wisdom and beauty, and that the free flow of books between countries is essential to promoting international understanding and peaceful cooperation.

After International Book Year was over, the committee continued its existence, meeting annually to advise on UNESCO's International Book Program. (In 1978, for example, it concentrated on children's books during the International Year of the Child.) Since 1974, it has also administered the International Book Awards which we hope will become increasingly significant in the book world. At present it is planning a World Congress of the Book for 1982.

In conclusion I would like to say that each segment of the book world can accomplish infinitely more by cooperation than by pursuing its own narrow interests in isolation. Books and the people concerned with books are a fulcrum of national development and international amity. The people of the book world can be enormously influential in today's world if they cooperate, work together, and focus their efforts.

THE TWO-WAY FLOW OF INFORMATION BETWEEN EAST AND WEST: OBSTACLES AND SOLUTIONS

Datus C. Smith, Jr.
Consultant, the Asia Society

Active for many years in scholarly and international publishing, Datus C. Smith, Jr., was president of Franklin Book Programs, Inc., from its establishment until 1967 and served as chairman of the Franklin board from 1975 until the corporation was dissolved in 1979. Mr. Smith was director of the Princeton University Press, 1942–53, and vice president of the John D. Rockefeller, Jr., Fund, 1967–73. He has served as president of the U. S. Commission for UNICEF, as a member of the National Book Committee and of the U. S. Commission for UNESCO, and as president of the International Board on Books for Young People (IBBY).

THERE ARE numerous aspects to international communication and many media serving as channels for it. I intend to concentrate on books, however, and to list the many ways in which their trans-Pacific two-way flow is currently impeded. I shall, of course, also suggest some ways of ameliorating the situation.

The first subject to deal with is the export-import trade in books and other printed materials. If books cannot move across international boundaries, the ideas they carry cannot travel either. The most difficult problem facing many countries wishing to import books arises from their shortage of foreign exchange. However, although there can be outside efforts at helping, the issue is basically a domestic one. The national planners of the importing country have to decide how important books are in their scheme of things and what priority books should have as contrasted with other commodities the country wants and needs. Each country has to decide for itself, for instance, whether studies of economic development and manuals on machine maintenance

should have a lower or higher claim on foreign exchange than medicines and machinery. Foreigners are in no position to make these value judgments.

Censorship is another negative influence on the transfer of information because it holds up the flow of books into a country while the censors (who are not necessarily highly literate) decide whether these books are morally or politically dangerous.

Import barriers arising from territorial trade agreements can be even more restrictive. The most indefensible barrier occurs when a publisher fails to serve a particular territory yet refuses to let anyone else supply it.

Even when foreign exchange is readily available and there is no censorship and no trade barrier, the extra costs involved in importing books can be forbidding. Not only are there extra shipping, storage, and banking expenses, but the importer must often wait a long time before he or she starts to make a profit. Exporters likewise face higher costs in selling abroad than at home.

The flow of books is also affected by language and literacy. A creditable rate of literacy and the dominance of a single national language, such as Japanese or Indonesian, help a great deal. An international language such as English can likewise be extremely useful as a channel of communication, but in some countries it is only understood by a small, elite fraction of the population.

Economic obstacles and linguistic difficulties clearly interfere with the trans-Pacific flow of books, but one of the main problems consists of lack of bibliographical information. American and Asian publishers need to do a better job in letting other countries know what books they have published. It is extremely unfortunate that the high costs of importing them prevent booksellers from stocking large numbers of different books, which buyers could learn about through bookstore browsing.

I am not proud, as an American, of our current arrangements for importing from Asia. Aside from mail-order firms, we have just a couple of booksellers in New York who do a significant amount of stocking, one in Detroit, one in Missouri, maybe two in California, and a handful of others with specialized interests.

The American export jobbers and the few individual publishing houses really active in trying to serve the Asian market do a fairly good job in providing seasonal catalogs to a few leading importers and libraries in each country. But if a bookseller, even a fairly important one, is not in a port or capital city on the

itinerary of the jobbers' flying visits and if a library is not normally a direct customer of the jobber or the publisher, the chances are that a book will go out of print before they learn about it. Individual book buyers without help from informed bookstores and libraries are almost entirely lost. I hope that there will be a revival of *Scholarly Books in America*, which was formerly sponsored by the Association of American University Presses, and that it will be given extensive international as well as domestic distribution.

One of the most effective and least expensive forms of international book promotion comes from book reviews, but I have to give bad marks to both Asian and American publishers for their poor performance in this field. Hardly any of them really learn what review media are available, what their special interests are, and what audiences they reach. For example, almost all American university presses think that the *Far Eastern Economic Review* is concerned solely with economics; they have completely missed the splendid promotion which the influential Hong Kong weekly can give to all sorts of other books.

It is important to deal with all the ways in which trans-Pacific information flows through the medium of books. This includes not only the sale of foreign-published editions through the export-import trade but also projects in copublishing, the sale of rights, the publication of translated editions, and the authorized use of excerpts in magazines, anthologies, textbooks, and supplementary reading materials for use in schools. Encouragement should be given to activities such as the former Franklin Book Programs which sought to promote the translation and sale of books in a number of countries. Support should also be given to the Asia Society in New York, which aims to improve American understanding of Asian culture and civilization. (It is currently trying to include Asian material in American textbooks and supplementary reading materials.)

The international flow of information is clearly dependent on the well-being and liveliness of each country's internal communication system. So each nation must have a vigorous book industry growing up out of local soil which also conducts effective relations with book industries abroad. I presume that reciprocal benefits must also be found in other media, such as television, but I know that they exist in the book field.

THE ROLE OF COPYRIGHT

Michael S. Keplinger
Special Legal Assistant
to the Register of Copyrights

Michael S. Keplinger joined the staff of the Register of Copyrights in the Library of Congress in October 1978. Previously he was assistant executive director and senior attorney for the National Commission on New Technological Uses of Copyrighted Works (CONTU), a special commission established by Congress to study the use of new technologies in preparation for the revision of the copyright law. Mr. Keplinger also has worked as a scientist and staff assistant for the Institute for Computer Sciences and Technology (ICST) at the National Bureau of Standards.

THE HISTORY of copyright so far has been inextricably connected with the growth of new technological means for producing and disseminating the works which are its subject matter—literature, dramatics, and the arts. Thus, the first recognizable copyright laws were formulated after the development of a printing industry based upon Gutenberg's invention of movable type. They dealt exclusively with conventional printed works, books and pamphlets. But, as printing technology progressed, this protection was soon extended to maps, charts, and other works.

NATIONAL COPYRIGHT

Copyright protection in the United States now extends to "original works of authorship fixed in any tangible medium of expression." These original works of authorship include such diverse items as computer programs and choreographic scores, printed books and motion pictures, photolithographic prints and sound recordings, Pulitzer prize novels and upholstery fabrics, and oil paintings and plastic bird baths.

The social justification or basis for this protection varies from

country to country. In the United States it is found in the Constitution; in some nations it is considered to be a natural right of the author. But, regardless of the legal theory upon which it is based, the expected result or social benefit is the same. Copyright encourages the creation of intellectual works by providing a means for rewarding the author financially. (Although it may be argued that financial reward alone is an insufficient stimulant to ensure creativity, it is difficult to contend seriously that an author or artist can continue working if he or she has no source of support.)

The features of copyright that help to disseminate an author's work include the author's rights to control its proliferation in copies or phonorecords, to distribute these, to prepare derivative works (translations, musical arrangements, dramatizations, and so on), and to perform or display the work publicly. These rights may be exercised by the author directly or sold or licensed to third parties. Indeed the commercial exercise of these rights is the foundation upon which business dealings in the copyright industries take place.

The exercise of these rights, however, is limited. If the rights were absolute, many activities which copyright seeks to encourage would be frustrated. For example, literary criticism and scholarly research depend upon using portions of others' works. If it were an infringement of the author's copyright to make such use of a work, these activities would be effectively prohibited, since each use would have to be approved in advance by the author or copyright owner. To prevent this result, the principle of fair use has been developed in most copyright systems. This permits the use of portions of a work, or even in some cases its entirety, if there is some overriding justification for doing so and little or no harm is done to the economic interests of the author or copyright owner. In the United States this principle was first developed in the courts but is now part of the copyright statute.

The copyright owner's exercise of rights may also be limited by some form of compulsory license. In United States law, for example, there is a provision which permits any performer, upon payment to the copyright owner of a statutorily prescribed fee, to record a musical composition if it has been recorded previously. (Other compulsory licenses applicable to cable television and jukeboxes exist, but they need not be discussed here.)

There are also special rights granted to libraries in the United

States to cope with the problems posed by the invention of copying machines. Basically, libraries are insulated from liability which may arise when patrons use photocopy machines located on their premises. Librarians and archivists are likewise protected when reproducing works to deal with readers' requests, making interlibrary loans, or preserving out-of-print, deteriorating publications.

INTERNATIONAL COPYRIGHT

The basis for the international copyright system can be found in the two main copyright treaties: the Berne Convention, administered by the World Intellectual Property Organization (WIPO), and the Universal Copyright Convention, administered by UNESCO. While these conventions are not identical, they do share certain fundamental characteristics. Both are based on the principle of national treatment—that is, foreign authors are to be provided with the same rights as domestic authors. In addition, both conventions set forth minima which must be met by contracting states, and they recognize the role of copyright in fostering the creation of works of authorship. Just as domestic copyright legislation provides the basis for protecting author's rights and encouraging authorship within national bounds, so international copyright provides the foundation for the international flow of information.

The rights of translation and reproduction are so important to developing nations that both international conventions contain special provisions pertaining to their exercise. After World War II, the first concern of many former colonies was to improve their citizens' lot, and one of their principal ways of doing this was through education, especially in science and technology. Education, of course, depends primarily on books, and these new nations did not have ready access to the wealth of educational materials existing in developed countries. Works had to be translated into indigenous languages and then printed for use by students. To do this required the copyright owner's permission, since both domestic legislation and the international conventions recognized the exclusivity of reproduction and translation rights. Many books had to be imported, and, if local translation or reproduction rights were granted, royalties had to be paid, which was a drain on the developing nations' foreign exchange.

Concern with this situation and certain other factors led to the

Stockholm conference of 1967 to revise the Berne Convention. The developing nations, led by India, argued forcefully for the establishment of a compulsory licensing system which would enable them to secure nonexclusive, limited licenses for translating and reproducing works produced in developed countries. A period of heated debate resulted in the Stockholm Protocol, which amended the Berne Convention in such a way that it granted unprecedented concessions to developing nations. This protocol, however, was never ratified. The developing nations felt really frustrated and some even considered withdrawing from the convention in protest.

The developed nations, realizing that this situation was creating intolerable pressures within the international copyright system, joined with the developing states in a series of meetings in 1969 and 1970 convened by WIPO and UNESCO. These meetings led to the adoption in 1971 of the Paris Acts of both the Berne and Universal Copyright Conventions. These revisions provided much of what the developing nations had sought in Stockholm four years earlier. For example, a system granting compulsory licenses for translations and reproductions of protected works was established. The implementation of this revision, however, has not been entirely successful, partly because the procedures required to obtain the licenses are somewhat cumbersome and time-consuming and partly because of the numerous safeguards for the rights of copyright owners. The revision has not been widely used as a result.

It should be added that after the Stockholm conference, UNESCO established copyright information centers in many parts of the world to facilitate the working out of voluntary licenses. These centers have enjoyed a considerable success. A publisher in a developing state may easily contact the International Copyright Information Center in the United States for assistance in opening negotiations with an American publisher, for instance.

There are several difficulties in international copyright that await resolution. The problem of finding a suitable legal mechanism to protect folklore on a worldwide basis is one example. None of the solutions proposed so far has proved entirely adequate. Australia is currently considering a law to protect aboriginal folklore that is based on copyright principles but incorporates other features as well. WIPO and UNESCO are jointly considering solu-

tions that would incorporate aspects of other bodies of industrial and intellectual property law, such as patents, trademarks, and trade secrecy. The problems involved are tremendous and range from defining folklore to determining who should hold rights in it.

WIPO and UNESCO are also concerned with another international copyright problem: the need for a model copyright law suitable for developing countries. One was developed under their auspices by a committee of governmental experts who met in Tunis in 1976. It takes into account both continental European and common law approaches to copyright and is fully compatible with the 1971 Paris Acts of the Berne and Universal Copyright Conventions. However, it implements the translation and reproduction provisions of the conventions in a workable form to make dealings between developing and developed nations much easier. It also covers folklore and encourages the establishment of authors' societies to enforce its provisions.

The WIPO and UNESCO programs to train copyright officials from developing nations play an important role in the continuing development of international copyright. Government officials from developing nations are trained in the copyright law of several developed states and learn how it is implemented in the copyright industries. This gives them an excellent opportunity to establish contacts with government officials and private publishers in developed nations, which undoubtedly helps to promote the international flow of information.

We must not forget that in this modern age the flow of information takes place through computer-based information systems, satellite communications networks, and who knows what means in the future. Copyright currently deals with books and similar tangible information products, but how it should deal with information in the new media is a burning question under intense study in international copyright circles. Membership in this circle can help developing nations to incorporate into their own laws the means to cope with this technological revolution, hopefully sidestepping some of the problems that developed countries have faced during the growth of their own copyright systems.

THE DEVELOPMENT OF INDIGENOUS PUBLISHING

Leo N. Albert
Chairman of the Board
Prentice-Hall International

Leo Albert has been with the publishing firm of Prentice-Hall since 1946, when he left the U. S. Marine Corps after four years' duty. He became chairman of the board of Prentice-Hall International in 1963. His special interest in copyright has made him one of the most prominent and visible American publishers on the international scene. Mr. Albert has served on several committees of the Association of American Publishers and was elected chairman of the AAP for 1980–81.

"SINCE WARS BEGIN in the minds of men, it is in the minds of men that the defences of peace must be constructed. Books constitute one of the major defences of peace because of their enormous influence in creating an intellectual climate of friendship and mutual understanding." Thus reads the constitution of the United Nations Educational, Scientific, and Cultural Organization.

In 1972, upon the occasion of International Book Year, an international UNESCO committee composed of authors, translators, composers, publishers, booksellers, and librarians added weight to these words by issuing a special book charter. This holds, among other things, that everyone has the right to read and that books are essential to education.

Everyone may have the right to read, but unfortunately not everybody has the opportunity to learn how. At the end of the 1970s, approximately 1 billion adults in the world were still illiterate and some 250 million children in the five to fourteen age group were not attending school.

Furthermore, a serious shortage of textbooks was impeding education programs in many parts of the world. Several developing countries could provide only one book for every ten students —an alarming shortage in view of a World Bank study which

shows that learning gains are more likely to occur from the purchase of textbooks than from other types of educational investment, such as teacher training.

Given this textbook famine, it might well be asked, "What are publishers waiting for?" The answer is that sophisticated publishing industries can only be found in countries with very high literacy, and where the public has both the desire and the financial ability to purchase books.

A recent survey of reading in the United States,[1] based on interviews with 1,450 people over the age of sixteen living in 165 different cities, indicated that:

1. Six percent of the total population did not read anything.
2. Thirty-nine percent of the population read newspapers and/or magazines but had not read a book during the past six months.
3. Fifty-five percent of the population had read at least one book during the past six months.
4. Book readers were the most active people in terms of their participation in leisure, civic, political, professional, and religious activities.
5. Thirty-six percent of the people interviewed said that they read for pleasure and 25 percent for general knowledge. Others read for relaxation, to gain specific knowledge related to their work, or for spiritual or religious reasons.
6. The average book reader spent fourteen hours reading books per week; fifteen watching television; sixteen listening to the radio; five reading a newspaper; and four reading a magazine. Reading was often done while watching television or listening to the radio.

It is surprising that only 55 percent of the population has read a book during the past six months. This statistic is encouraging for book publishers, however, in the sense that 45 percent of the population represents a potential new market. To judge from the recent increase in publishing activity in the United States, both in terms of number of titles and number of publishers, this is

1. The Book Industry Study Group, *The 1978 Consumer Research Study on Reading and Book Purchasing*, BISG Report No. 6, 1978. For selected findings of the study and discussions of them at the Library of Congress, see *Reading in America, 1978* (Washington: Library of Congress, 1979).

being increasingly recognized. Thus, insofar as book publishing is concerned, communication is increasing in the United States.

Publishing in several other countries has also increased in recent years. Nevertheless about 80 percent of the titles published in the world were produced in thirty-four countries in the early 1970s. While some of these titles found their way to nonpublishing countries, more than two-thirds of the world's population experienced a severe book shortage.

If we agree that international communication is vital to the peaceful coexistence of nations and that books are an effective means of communication, then it behooves all nations to take steps leading to the development of indigenous publishing.

In this endeavor, developing nations must provide:

1. Adequate funds in their national budgets for teacher training and the acquisition of teaching materials.
2. Schooling for all their young people.
3. Fellowships for training intellectuals to create teaching materials appropriate to local conditions.
4. Incentives for authors by allowing them freedom of expression and by safeguarding their legal and moral rights. The latter can best be accomplished by acceding to either the Berne or the Universal Copyright Conventions, both of which were revised in 1971 to recognize more fully the needs of developing nations.
5. Incentives for foreign publishers to share their publishing expertise. One effective way of doing this is to permit foreign publishers to establish publishing subsidiaries abroad.
6. Assistance in the development of book marketing and distribution channels. Such assistance includes the construction of libraries, the training of librarians and marketing specialists, reduced postal and transportation rates for cultural, educational, and scientific materials, and the establishment of bookshops to make books easily accessible to large numbers of people.
7. Encouragement for the development of an infrastructure for manufacturing books. This includes training technicians, providing low-cost loans for the purchase or import of equipment, eliminating import tariffs, and ensuring the availability of paper and other materials.
8. Training for translators so that foreign knowledge can be made available in local languages.

9. Educational programs and reading materials for functional illiterates.
10. Inexpensive reading materials suitable for young people who have acquired elementary and middle school training. It is axiomatic that without books, journals, and newspapers, people may forget how to read.

It is also important for developing countries to develop publishing expertise. It is worth mentioning in this regard that UNESCO, with the cooperation of the Japanese Publishing Association, established a training program for nineteen Asian countries in 1967. By 1978, 200 participants had graduated from a comprehensive publishing course. Most of them are now engaged in publishing. Some have ministerial-level positions and others are responsible for large publishing organizations.

So much for what developing countries need to do and are in fact doing in varying degrees. It is time to turn to developed countries and the role they should play in international publishing. In my view they should:

1. Encourage developing nations to give top priority to education and reading development.
2. Provide experts on reading skills and teacher training to assist in the development of training programs designed to meet the special needs of individual countries.
3. Provide technicians to teach people how to create educational materials in their own countries. Experience has proven that it is much more effective to train prospective authors, educators, librarians, and publishers in their own milieu than to expose them to a highly developed industry abroad which may have little application to their own country.
4. Cooperate in the ceding of reprint and translation rights by ensuring that advance payments and royalty rates are affordable.
5. Encourage authors to make adaptations of their works suitable for developing countries.
6. Give the highest possible export discounts.
7. Produce low-cost paperback editions where original editions are priced beyond the reach of developing nations. Publishers who already engage in this practice will attest to the fact that reprints priced at one-third to one-half of the American edition do sell well in Third World countries. In most cases

such sales will enhance (rather than impede) the sale of the original, higher priced edition.

8. Help to establish an effective marketing and distribution network. There should be at least one bookstore in every large community.
9. Assist in developing libraries and reading rooms. In countries where purchasing power is low, it is imperative that large numbers of people have free access to reading materials. Trained librarians are indispensible in selecting publications and encouraging people to read.
10. Help to develop new technology to make paper from indigenous trees. The world's paper shortage has reached alarming proportions. In 1979, for example, I visited the People's Republic of China and found that although 27 million copies of a middle school mathematics book were needed, only 11 million copies could be produced because of the country's paper shortage.

It is hoped that the International Publishers Association (IPA) will assume a major role in improving transnational communications. By 1979, forty-two national publishers' associations were members, representing Western Europe, North and South America, India, Africa, Australia, and East Asia.

So far, IPA's activities have been severely limited by lack of financial resources. This is a pity since within the association can be found the greatest publishing expertise in the world. IPA is the logical vehicle to promote and develop international publishing as a means of improving international communications, especially if it cooperates with UNESCO, which is also involved in the development of international publishing. The two organizations should form a joint consultative committee, define their priorities and objectives, and then design specific programs to accommodate regional requirements throughout the world. The problem of finance could be solved by contributions from UNESCO and the governments of IPA member countries.

The exchange of international knowledge and information by means of international publishing offers, in my opinion, the most effective tool for constructing the defenses of peace—a peace which the world must find soon if our universe is to survive. The challenge is great, but the rewards will be infinitely greater. It is important to start meeting that challenge right now.

SOME ORGANIZATIONS CONCERNED WITH INTERNATIONAL COMMUNICATION

James D. Isbister
Associate Director for Management
United States International Communication Agency

A specialist in public administration and management, James D. Isbister graduated cum laude from the University of Michigan in 1958, was a Woodrow Wilson Fellow at Princeton University, 1958–59, and was a visiting scholar at the London School of Economics, 1973–74. Prior to his appointment to the USICA as an associate director, his posts included executive officer of the National Library of Medicine, executive officer of the National Institute of Mental Health, and chief administrator, U. S. Alcohol, Drug Abuse, and Mental Health Association.

NOTWITHSTANDING the fact that my own organization, the United States International Communication Agency (USICA) is vitally concerned with the international flow of information, I doubt there is a subject more appropriate to our times.

Every day we find better and faster ways to transmit and receive information. Not so long ago, placing a telephone call across the Pacific took almost as long as to sail there; today it is almost as easy as calling across the street. Technology makes it possible to receive messages instantly from halfway around the planet, or even from halfway to the planet Pluto. And no one doubts that undreamed of new technologies are yet to come.

The dimensions of communication are expanding beyond the wildest imaginings of our parents, or ourselves, and we are presented with unprecedented opportunities to benefit the world, or, conversely, to magnify the many international problems which already face us.

The only way we will safely bridge the turbulent times ahead is by communication and understanding. There is a great need to

recognize the changes affecting information flow and to continually reshape the structures which aid or hinder it.

Within the United States government, the responsibility for improving international understanding is assigned to USICA. It was created in 1978 by consolidating the former United States Information Agency, which includes the Voice of America, and those elements of the State Department involved in international education and cultural exchanges.

USICA's role is to help foster greater understanding of ourselves overseas. In a world as interdependent as ours, we believe more and more strongly that the success of American foreign policy is heavily dependent on how well other peoples understand us and what we are trying to do.

We try to foster such understanding in a number of ways. USICA operates libraries in many of the world's major cities. It also arranges seminars and symposia and exchanges of artists, scholars, and authorities in many fields, and it distributes press, radio, film, and television materials. In addition, USICA is the parent organization of the Voice of America, which broadcasts in thirty-eight languages to an estimated audience of 75 million persons around the world, although not in the United States. The agency employs more than eight thousand people at home and overseas, about half of them Americans.

Through USICA's activities, we hope to foster an understanding of the American people, their culture, their system of government, and the ideas which shape and move them. Equally, we aim to improve Americans' understanding of other cultures and peoples, partly through our own activities and partly through supporting and encouraging organizations involved in international communication.

One institution we support is the United Nations Educational, Scientific, and Cultural Organization, which considers problems regarding the world's mass media. For example, differences over the best means to ensure an equitable use of the mass media were aired at the UNESCO General Assembly in Paris in 1978. The position of the United States, which was reflected in the assembly's final declaration, was that a new world information order, such as many developing countries would like to see, should not prescribe norms for collecting and disseminating information. The United States recognizes the problems faced by the Third World in getting its story told and the built-in distortions, both

technological and sociological, in the developed nations' mass media. It has indicated a desire to ameliorate these problems but believes that specified controls on the content of journalism can only harm international communication.

The United States government is committed to ending dependencies and lessening disparities among nations, as much in communication as in any other area. It announced at the General Assembly that it would provide assistance to broadcasting and journalism training centers in developing countries. Senior American educators and journalists were to be assigned to institutions within developing countries on a rotating basis and help was to be given in locating and acquiring broadcasting consoles, printing presses, and other technical equipment. In addition, the United States government announced that it would make a major effort to apply the benefits of communications satellites to the economic and social needs of rural areas in developing nations.

Another international organization involved in communication is the World Administrative Radio Conference, which deals with the allocation of the increasingly crowded broadcast spectrum. In past decades, when global communication was largely the province of a handful of industrialized nations, technical experts could settle issues about the use of broadcast frequencies with relative ease. But about seventy new nations, many with comparatively unsophisticated communications, have entered the international system since 1959, which means that disputes over such issues as access to frequencies are much more difficult to resolve.

How we deal with these and other problems will set patterns which will, for better or worse, serve as our guidelines for years, perhaps even decades, to come. The world's population is expanding, the world is shrinking, and our common problems of existence are increasing. This is the time to recognize the dimensions of communication and to redesign its structure. Conflicts of interest in the international information arena are natural, but it *is* possible to balance competing claims and to devise adjustment mechanisms so that each country gets its due.

REMARKS BY PROJECT PARTICIPANTS

LIBRARIANS, publishers, journalists, and government officials from twelve East Asian and Pacific countries took part in the project to consider the international flow of information. Brief biographic sketches of each are presented below, along with excerpts from their remarks on the last day, presented at a forum in Dallas sponsored by the Center for the Book and the International Relations Roundtable of the American Library Association.

Australia

George Chandler
Director-General
National Library of Australia

George Chandler was born in Birmingham, England, and earned a Ph.D. from the University of London. His major professional interests are library automation and international cooperation. He is honorary editor of the journal International Library Review. *His major publications include* Libraries in the East *and* Documentation and Bibliography in the USSR. *Dr. Chandler was accompanied by his wife, Dorothy Lowe Chandler, assistant honorary editor of* International Library Review.

MY WIFE AND I have been privileged to undertake tours of many countries in the past and we have no hesitation in saying that this one has been among the most stimulating in our experience. We were part of a group from several Asian countries and had the opportunity of obtaining a much wider understanding of Asia as a result. The fact that our companions came from

a range of professions concerned with the flow of information was particularly valuable. We were impressed by the amount of evidence showing that the flow of information was substantially one way, i.e., from the West to Asia, and that priority should be given to the flow of information in the reverse direction.

We were surprised at the pressure to undertake a new edition of my book *Libraries in the East*. If resources become available to sponsor the necessary travel, I will prepare a second edition. This will be a definite product of the seminar, since earlier I had no intention of doing so.

Geoffrey King
Executive Chairman
Australia and New Zealand Book Company, Ltd.
President
Australian Book Publishers Association

Geoffrey King is a fifth-generation Australian, born and educated in the state of Queensland. In 1957 he became general manager of Angus & Robertson, booksellers, and in 1964 he founded the Australia and New Zealand Book Company, Ltd., publishers and distributors. He is a Fellow of the Australian Institute of Management and a member of the Club of Rome. Mr. King was accompanied by his wife, Rae King, cofounder of the Australia and New Zealand Book Company and managing director of a subsidiary company involved in library supply.

THIS EXPERIENCE with our colleagues has been most worthwhile. The sponsors have made a very valuable contribution by bringing us all together. I hope that many of us will correspond with each other after we leave here because, as we have learned, there is an urgent need for improved communication among Pacific Rim countries. A reunion of those fortunate enough to attend this seminar could be most useful.

I should like to emphasize my disappointment at the continued isolation of American publishers from the rest of the world. Fewer than 8 percent of American publications find their way

overseas, whereas the British export over 40 percent of theirs. I hope that American publishers will note this statistic and do something about it.

Burma

Hla Tun Gyaw
Assistant Editor
Sarpay-Beikman Board
(Printing and Publishing Corporation)
Ministry of Information

Hla Tun Gyaw was born in 1933. He holds a B.A. and Diploma in journalism from Rangoon University and is a member of the Translator's Team for Mahasi Buddhistic Discourses. His special interests are oriental philosophy, political science, and contemporary history. This was his first trip outside Burma.

Mr. Chairman, esteemed delegates and distinguished guests, I take pride in being able to give this brief assessment here.

Because of this wonderfully organized project, the great unknown, the submerged nine-tenths of the American iceberg have become increasingly known to us. It is true that America is an open and great society in the real senses of the terms. I have heard much about it, read a great deal about some compelling aspects of it. Now that I have been here on a short flying visit, I have discovered what America is like although I have yet to find out the ultimate realities of the American phenomenon.

To me this Asian-Pacific project is a telescope for yet distant things here and in Burma and also a pair of binoculars to observe things not so distant. It has paved the way for us to walk into the main avenues of American national life.

I hope that more of these kinds of projects get approval of the powers that be and of the general American public as well.

This kind of undertaking will go a long way to put the important messages of America across to the majority of underdeveloped, developing, and fellow developed countries.

Thank you on my behalf and on behalf of my grateful country.

Hong Kong

Peter Kwok-Hung Yeung
Special Collections Librarian
University of Hong Kong Libraries

Born in 1940, Peter Kwok-Hung Yeung received his B.A. from the University of Hong Kong in 1964 and his M.L.S. from the University of Hawaii in 1971. The Hung-On-To Library, which he heads, houses special collections covering all aspects of Hong Kong from pre-British days to the present. His special interests are newspapers, indexing, and bibliography.

To EASE THE international flow of information as far as Hong Kong is concerned, I would like to improve the colony's bibliographical information. We have legal deposit and all books so received are listed in a catalog similar to other national bibliographies. But because the law relating to legal deposit is not strongly enforced, not all the items printed in Hong Kong are included. Our other bibliographical services are also rather poor. I believe that better bibliographical services in each country would make the international flow of information less difficult.

Indonesia

M. Kustiniyati Mochtar
Free-lance Journalist and Foreign Correspondent
Radio Netherlands

Kusiniyati Mochtar was born in 1933. She graduated from the faculty of letters, Gadjah Mada University, Jakarta, and until 1974 was editor and business manager of the newspaper Indonesia Raya. *Mrs. Mochtar has published several books and is a member of the Indonesia Journalists Association.*

WHEN CONSIDERING the flow of news to and from Asian countries, we have to admit that things are far from rosy. We cannot close our eyes to the many barriers, external as well

as internal, which result in the domination of news agencies from developed countries. In many Asian cities people learn more about Western life than about life in their own area. Television watchers are more familiar with Lieutenant Kojack from the Manhattan Police Department than with their own local police detectives.

This imbalance stems from the fact that many Asian countries are in an early stage of development. The press in these nations has not been given much opportunity to grow up. Journalists do not live in paradise but face constant pressure from the authorities, who will do anything to strengthen their own position. Thus newspapers and magazines are often banned and journalists detained illegally.

Asian countries have a great desire to reduce the imbalance they feel in the news flow between countries. Several steps have already been taken, like the establishment of an Asian news agency, which hopefully will become an equal counterpart to the international ones. However, unless really serious efforts are made to improve the quality of the press, to educate people to be better journalists, and to create healthy economic and intellectual conditions in every single country, the international flow of information will continue to suffer in the years to come.

Husni Rusjdi
Senior Assistant for Information
Bureau of Information, Culture,
and Science Planning

Husni Rusjdi is in charge for planning both domestic and international information flow projects in Indonesia. He is a graduate of the National University in Jakarta, where he earned an M.A. in political and social science in 1965.

THE IMPORTANCE of the role played by information in supporting national development and integration is becoming more apparent each day, as is the widening gap between the developed and developing countries in their information and

communication sectors. The development of a just and effective communication and information system for the world is essential. Obstacles obstructing the free and balanced flow of information should be removed by holding international meetings, improving publishing and distribution channels, and reducing communication and information barriers such as high tariffs.

Japan

Toshikazu Kanaka
Senior Librarian
National Diet Library

Mr. Kanaka graduated from the Faculty of Literature at Doshisha University in 1955 and from the Faculty of Library Science, Keio University, in 1957. He worked as a research assistant in the Ministry of Foreign Affairs before being sent, by the Diet Library, on a special assignment to the Australian National Library during 1963–66. In 1968–69 he was sent to Mexico as a UNESCO library expert to help organize the library at El Colegio de Mexico.

Toshikazu Kanaka said that he had learned a great deal about the functions of national libraries, both from his visit to the Library of Congress and from conversations with national librarians who participated in the program. He was impressed by the high degree of active cooperation between publishers and librarians in the United States and felt that more contact between these two important groups was needed in Japan. He thought that when librarians, publishers, and other parts of the book and information communities cooperate, the chances of improving the free flow of information were greatly enhanced.

Malaysia

Donald E. K. Wijasuriya
Director
National Library of Malaysia

Born in 1934, Mr. Wijasuriya received his B.A. from the University of Ceylon and his professional library credentials from Northwestern Polytechnic, London. He has participated in many regional, national, and international library conferences. His publications include The Barefoot Librarian: Library Developments in Southeast Asia *(1975). His professional activities include the chairmanship of the executive board of the Congress of Southeast Asian Libraries.*

We in Malaysia are concerned that the flow of information from West to East by and large only reaches an educated minority. We want information to reach the rest of the population as well, but our publishers cannot cope with this problem alone. We would like the Association of American Publishers to cooperate with our own publishing organizations to give us material in our own languages. This is not only important, but possible, as our trade and financial arrangements are very liberal where foreign capital is concerned.

In addition, we would like to see more initiative from American publishers and educators in publishing English materials of a high interest but low language level. We would also like preferential book prices for small, developing countries and the development in Asia of book fairs which could perhaps move from one country to another, thereby further facilitating the flow of information.

Communication from East to West, on the other hand, depends mostly on American interest. We are therefore concerned that the information Americans get in their newspapers and from television is not objective but tends to emphasize disasters and things that are going wrong. We are also concerned that the American educational system, while highly innovative and developed, seems to place little emphasis on "the community of nations." So very often the students in your schools know very little about the world outside America. This disturbs us since the people who are in your schools today will be the people who control your institutions tomorrow and with whom we will have to deal.

New Zealand

Mary A. Ronnie
National Librarian of New Zealand

Mary Ronnie was born in Glasgow, Scotland, but has spent most of her life in New Zealand. In addition to her Diploma of New Zealand library service, earned in 1952, she received an M.A. in history from Otago University in 1965. Before becoming National Librarian in 1976, she was City Librarian, Dunedin Public Library. Her special interests include library cooperation, archives, and library service to handicapped readers.

THERE IS no particular reason why the word "flow" should raise the simile of water in my mind, but it does. The more we have talked together, the more evident it has become that a veritable flood of information (good and bad, frivolous and serious) comes from this large country, America, to its smaller Pacific Rim partners, and that the information going in the other direction is a mere trickle.

Furthermore, the "information flow" seems like a canal with a series of locks as both checks and enablers to progress. The locks of course consist of language, legal provisions such as copyright laws, publishers' marketing arrangements, and money to pay the necessary tolls for access to old and new technologies.

Papua New Guinea

John Yocklunn
Assistant Secretary of Education for Library Services and Director of the National Library

Sir John Yocklunn was born in China and educated in Australia. After initial service in Canberra, he worked for the National Library of Australia before taking the position of Librarian-in-Charge of the Administrative College of Papua New Guinea. In 1974 he received an M.A. in librarianship from the University of Sheffield and, on his return to Papua New Guinea, he was asked to establish the National

Library. He was knighted in 1975 for his services to politics and again in 1977 for services as Director of the Queen's Visit to Papua New Guinea.

MR. CHAIRMAN, fellow librarians, and colleagues. Because few people have heard about Papua New Guinea, I thought I might talk to you about the barriers to information in our country which represent, perhaps in an extreme form, the problems that are common in the Pacific.

First of all, there is the language barrier. Papua New Guinea has 730 languages. English is spoken by the elite and by the educated, but the majority of the population can only speak a vernacular language. Secondly, we have the literacy barrier. Most of our languages do not have written scripts. Of our 3 million people, only 20 percent can read and write. This figure includes not only those literate in English, but also in Pidgin, Motu, and vernacular languages. Next we have a terrain barrier. Papua New Guinea is a very rugged country with high mountains, vast swamps, and large expanses of ocean. Except in a few areas, the road system is poorly developed. In fact, there are no roads linking the capital, Port Moresby, with any of the other major population centers.

We also have a financial barrier, which is quite common in developing countries. Furthermore, politicians in our country tend to get elected on the basis of the roads and bridges and hospitals they can build in their areas, rather than the libraries. And with our small population we have very little publishing because the market is so small. The only people who really publish are those who have the self-interest; that is, the government, which I represent, and the churches. In many languages the only literature available is the Bible or other religious items, because the missionaries have translated these and nothing else.

So we have these barriers, including a widely scattered population, and as yet we have not found any solutions. We are looking at alternatives to conventional libraries—for example, a multipurpose library that would serve as a cultural and recreational center, a library, and a museum. We are also looking at the electronic media. "Talking books," for instance, may be a way of reaching the illiterate. Telecommunications offer another potential solution. Ironically, I understand that Papua New Guinea is among the most "advanced" countries in telecommunications

because you can telephone any part of the country without dialing a prefix! Yet even with such modern technology available, we haven't found any real solutions to our problems. I would appreciate any suggestions about ways that we can improve our efforts to overcome the communication barriers we now face.

Philippines — Alberto Florentino
Author and Publisher

As a prizewinning playwright and film and television scriptwriter, Mr. Florentino is an active member of the Philippine professional writing community. He was born in 1931 and received his B.A. in 1952 from Far Eastern University. He has a special interest in copyright and has served as an advisor to the Philippine government on international copyright matters.

THE GREATEST HINDRANCE to the flow of ideas, information, and books from West to East is the virtual "tariff wall" imposed by the West. Faced with this, most Asian and African countries, the majority of which have deteriorating economies and currencies, are forced to choose whether to spend precious dollars on food or information. Some nations have met this problem by ignoring copyright conventions and exercising the right of eminent domain which is operative in every sovereign state.

Copyright is beneficial in that the creator of the work, or his or her representative, is given a sense of security and accomplishment. The author receives proper financial compensation and the publisher is assured that his investment shall not be impaired. However, a point is reached when copyright becomes a restriction in the dissemination of knowledge and in the flow of ideas. This occurs when the rights of the author and the publisher clash with the rights of society to benefit from the author's work.

For authors, publishers, book printers, and educators the world over, the question is whether copyright does in fact serve the needs of developing countries. For several years, attempts were made to revise basic provisions of the international copyright

conventions in order to give developing countries better access to copyrighted works. But the West has been slow to make concessions. It is a case of too little too late. Taiwan has been driven to blatant book piracy, and India and the Philippines have adopted forms of compulsory reprinting.

Outdated solutions are being applied to contemporary problems. A new age requires a new concept of literary ownership and copyright. Perhaps everybody should be taxed to pay for all the information that they receive from the womb to the grave. Thus, and only thus, could mankind realize the dream of a free flow of information.

Serafin D. Quiason
Director
National Library of the Philippines

Born in 1930, Serafin Quiason attended the University of the Philippines before earning his Ph.D. in Far East history from the University of Pennsylvania in 1962. He has taught history at the University of the Philippines and maintains a deep interest in history and in historical archives.

Owing to the realities of the Southeast Asian environment, high priorities are given to economic and political development. For us to become effective in promoting the international flow of information, I would like to suggest that the United States Agency for International Development and the Asian Development Bank should include the strengthening of existing library institutions and information services in their development programs.

I would also like to propose the creation of a center for Southeast Asian library, archival, and information services—a private, nonprofit organization to promote studies of librarianship and information services, to grant fellowships for Asians wishing to specialize in information science, and to assist indigenous book production.

Singapore

Tan Han Hoe
Chief Editor
Information Division, Ministry of Culture

Tan Han Hoe was born in 1935. He received a B.A. in history in 1959 from the University of Singapore and a Diploma in education in 1961 from the same institution. He has held various posts in the Ministry of Culture and the Ministry of Education.

TAN HAN HOE said that Singapore was "not terribly worried about barriers to the flow of information." "The developing societies will have to develop before they merit coverage by the western press," he said, adding that a rapidly developing country such as Singapore suffered no neglect at the hands of the international media. Singapore appreciated cooperation from other countries, but in the long run did not "expect the governments of developed societies to play Santa Claus."

South Korea

Paik Synggil
Director of Culture and Communication
Korean National Commission for UNESCO
and Editor of UNESCO Korea Journal

Paik Synggil was born in 1933. He has a B.A. in English literature from Seoul National University and was a Jefferson Fellow at the East-West Center in Hawaii in 1967. In addition to supervising and editing UNESCO books and journals, he directs a television project and a mass media training program. He is a charter member of the Committee on Translation of Korean Literature.

PAIK SYNGGIL began his comments by correcting the common reference to the "free flow" of information to "free and balanced flow." He felt that technical matters such as copyright were not as significant as more fundamental problems like

poverty and ignorance in restricting the free and balanced flow of information. He added that most Americans were too self-centered and complacent to care deeply about the rest of the world. The American mass media, especially its newspapers, contributed to this problem by not giving Americans sufficient, accurate coverage of foreign news. In his opinion a "Fulbright program for journalists" was needed. He said that there were many regional and national organizations in Asia that would cooperate in such a program.

Thailand

Kullasap Gesmankit
Director, National Library

Kullasap Gesmankit is a librarian and a writer. She was educated in Thailand and in Australia and, before becoming National Librarian, was a lecturer in education at Chulalongkorn University and in archaeology at Silpakorn University. She is a member of PEN International Thailand Center, the Thai Writers Association, and the Mass Media Committee, National Commission for UNESCO.

To SOLVE the problems in the two-way flow of information, cooperative projects in automation, processing, and scientific conservation should be undertaken more seriously by the international groups responsible for the development of library science.

I do not think that national and international copyright law is a barrier to the free flow of information, providing that the owners and the users of copyright step out and meet each other halfway, with mutual understanding. In this modern world, where books and other information media are easily transported from one country to another, authors' and publishers' rights need international protection.

COLOPHON

The International Flow of Information: A Trans-Pacific Perspective *has been printed in an edition of 3,000 copies. The typeface for the cover as well as for display use in the text is Studio Design, a photo-lettering version of the Studio alphabet designed in 1946 by A. Overbeek, furnished by Typographic Service, Philadelphia, Pennsylvania. This has been joined with Linotype Palatino, a face created by Hermann Zapf in 1950, set by Monotype Composition, Baltimore, Maryland.*

The cover title and seal on the back cover were blind embossed by Guardian Press, Baltimore, Maryland, on paper manufactured by the Strathmore Paper Company. Paper for the flyleaf was made by the Champion International Paper Company.

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Designed by James E. Conner.